References

1.**Alsop,R.J.(2004):***Corporate Reputation-Anything but Superficial: The Deep but Fragile Nature of Corporate Reputation*, The Journal of Business Strategy,Vol.25:21-30.

2.Ashmos D.P.& Duchon D.,(2000)*Spirituality at work: A conceptualization and measure.* Journal of Management Enquiry,Vol.9(2),134-145

3.Bhatta,C.P.(2009).*Universal peace through religion for human sustenance: Ancient Indian insights. The International Journal of Environmental, Cultural, Economic and Social sustainability*,Vol.5(3),217-232.

4.Campbell J.L.(2006),*Institutional Analysis and the Paradox of Corporate Social Responsibility*, American Behavioral Scientist,Vol.49.No.7,925-938

5.Carroll,A.B.(2001),*Ethical Challenges for Business in New Millennium: Corporate Social Responsibility and Models of Management Morality in Business Ethics* Vol.01/02,Richardson,J.E.,Dushkin/McGraw-Hill, Guilford, CT

6.Coors A.C.& Winegarden,(2005):*Corporate Social Responsibility-or Good Advertising?* Regulation,Vol.28:10

7.Crook,C.(2005):*The Good Company*, Economist(January22),374.

8.Dahlsrud, A. (2008). *How corporate social responsibility is defined: an analysis of 37 definitions.* Corporate Social Responsibility and Environmental Management 15(1): 1-13.

9.Davis.J.(2009):*Satyam: Corporate Governance Revisited, International Business Times,* J

10.Duchon,D.& Ashmos, D.P.(2005) *Nurturing the spirit at work: Impact on work unit performance*. The Leadership Quartely,Vol.16,807-833.

11.Garriga,E.M.&D.Mele(2004):*Corporate Social Responsibility Theories: Mapping the Territory*, Journal of Business Ethics Vol.53:51-71.

12.Gutierrez, R., & Jones, A. (2005), *Effects of Corporate Social Responsibility in Latin American Communities: A Comparison of Experiences*. In Hooker, Kolk, & Masden (eds.) Perspectives on International Corporate Responsibility 303- 328,

13.Hindustan T.(2010): August 25:1

14.KallioTomi J.(2007):*Taboos in Corporate Social Responsibility Discourse,* Journal of Business Ethics,Vol.74:165-75.

15.Kinjerski,V.&Skypnek,B.J.(2004).*Defining spirit at work: Finding common ground.* Journal of Organizational Change Management, *Measuring the intangible: Development of the spirit at work scale*. Academy of management, Best conference paper. Vol.17(1),26-42

16.Kodandaramayya, J.P. (2004):, *The Message of Mahabharata*: *The Nation's Magnum Opus*. Mumbai, India: Bharatiya Vidya Bhuvan.

17.Matten,Dirk and Moon(2008):,Jeremy *"Implicit" And "Explicit" CSR: A conceptual Framework For a Comparative Understanding of Corporate Social Responsibility,* Academy of Management Review,Vol.33,Academy of Management.

18..Mc Williams A. and Siegel D.(2001),*Corporate Social Responsibility: A theory of Firm Perspective, Academy of Management Review,*Vol.26,No.1117-127.

19.Milliman,J.,Czaplewski,A.J. & Ferguson J.(2003).*Workplace Spirituality and employee work attitudes: An exploratory empirical assessment .Journal of Organizational Change Management,*Vol.18(4),426-47..

20.Muniapan, B. (2006), *'Can the Bhagavad-Gita be used as a manual for management development of Indian managers worldwide?'*, 5th Asia Academy of Management Conference, Asian Management: Convergence and Divergence, Tokyo, Japan, 19–21

21.Muniapan and Dass(2008).*Corporate Social Responsibility: a philosophical approach from an ancient Indian perspective,* International journal of Indian culture and business management page 408-420

22.Lantos,Geoffrey P.(2001),*The boundaries of strategic corporate social responsibility,* Journal of Consumer Marketing,Vol.18(7)

23.Luce R.A.Barber A.E. and Hillman A.J.(2001),*Good Deeds and Misdeeds: A Medicated model of the effect of Corporate Social Performance on Organizational Attractiveness,* Business & Society,Vol.40,No.4,397-415:

24.Mohan,A.(2001):*Corporate Citizenship: Perspectives from India,* Journal of Corporate Citizenship,Spring:Vol.107-117

25.Mohr L.A. and Webb D.J.(2005):*The effects of Corporate Social Responsibility and Price on Consumer Responses,* Journal of Consumer Affairs,Vol.39,No.1,121-147

26.Pfeffer,J.(2003).*Business and the spirit: Management practices that sustain values*. In R.A.Giacalone & C.L.Jurkiewicz. The handbook of workplace spirituality and organizational performance29-45,

27.Prabhupada, S. (2003), *Bhagavad-Gita As It Is* London, UK: The Bhaktivedanta Book Trust.

28.Premji ,Aziz(2004)*My lesson in life*. 01-15

29.Rashid Z.A. and Ibrahim S.(2002):*Executive and Management Attitude towards Corporate Social Responsibility in Malaysia,* Corporate Governance,Vol.2,No.4,10-16

30.Ruf B.M., Murlidhar K., Brown R.M., et al.(2001):*An Empirical Investigation of the Relationship between Change in Corporate Social Performance and Financial*

Performance: A stakeholder Theory Perspective, Journal of Business Ethics,Vol.32,No.2,143-156.

31.Sharma S.(2007).*New mantras in corporate corridors- From ancient roots to global routes*, New Delhi: New Age International Publishers.

32.Smith,A.D.(2007):*Making the Case for the Competitive Advantage of Corporate Social Responsibility*, Business Strategy Series-j,Vol.8(3)

33.Steingard,D.S.(2005)*Spiritually-informed management theory: Toward profound possibilities for inquiry and transformation*. Journal of Management Inquiry.,Vol.14,227-241.

33.The Tribune,(2010): Vol.14:1